MORGAN TRAINING COMPANY
Improving the effectiveness of technical professionals

Effective Communication, Sales & Negotiation for the Technical Professional

Studies of the "best practices" of successful businesses reveal a strong correlation between achieving superior business performance and being leaders in communication, sales, account management and customer service. Skilled communication impresses clients and colleagues, promotes the effective flow of information, and creates a more harmonious and productive business environment, while poor communication skills can cause confusion, frustration, misinterpretation, inefficiency, and lost business. Moreover, ineffective communication can limit a technical professional's potential growth and value to the organization.

In addition, today's competitive business environments require that technical professionals be able to "sell". Internally, you "sell" as you compete for resources, advance your projects and careers, get buy-in to ideas and strategies and promote change. Externally, you sell products, services, or projects to existing and potential customers. *Do you have a well-defined process to follow and do your customer facing personnel have the necessary skills to implement the process successfully?* If not, you may be struggling with some of the hazards of ineffective selling skills in the technical environment, such as doing "un-paid consulting" in hopes of attaining business, chasing after poorly qualified opportunities, caving-in on price, and chasing after decisions.

Technical enterprises often find that their technical professionals have outstanding technical expertise, but are unfortunately lacking in the necessary "soft skills" -- communication, sales, negotiation and customer service skills-- to be effective in the business development arena. Fortunately, this is not usually due to lack of ability in these areas, but rather a lack of training.

This course focuses on the communication, sales and negotiation skills that are necessary to be an effective "business developer". **It promotes a consultative, "win-win" approach to selling and business issues in general, designed especially for technical professionals.** The focus is on the systematic application of a logical process including effective questioning, listening and communication skills, an understanding of the human elements involved, and the necessary strategies and techniques.

Through self-assessment surveys, participants learn about themselves (behavioral style; internal "scripts"; preferred information processing modes) and how to be more effective in dealing with customers who are different. Best practices are stressed along with a set of tools and techniques that can be applied immediately to improve their confidence, credibility and effectiveness when interacting with customers.

Course Objectives

- Equip technical personnel with basic communication, sales, and negotiation skills to interact effectively with customers and colleagues.

- Help develop the strategies and techniques necessary to better recognize and control selling opportunities.
- Increase sales revenues and improve margins

Course Focus *(The content is customized to address the participants' specific issues.)*

Communication Strategies and Tactics

- How to avoid ambiguity, assumptions and confusion
- How to better manage customer expectations (How to keep your customers happy)
- How to quickly and effectively establish rapport with someone new
- How to effectively deal with questions and objections
- How to run effective and productive meetings
- How to effectively communicate, interact with and sell to "difficult" people, i.e., people whose personality and behavioral styles are different from yours
- Getting colleagues/clients to make and keep commitments
- Questioning strategies to uncover the truth about where your client stands on an issue
- How to listen more effectively and talk less
- How to get people to feel urgency and make decisions/get closure
- How to deal with confrontational, demanding and and/or irate customers
- Why "small talk " may be costing you business and what to do about it
- How to replace communication awkwardness and frustration with confidence and control
- How to clarify work requests and eliminate wasted effort in re-do's.
- How to communicate what you want someone to do so it gets done correctly
- How to deliver "bad news" and discuss sensitive topics
- How to develop credibility and trust
- How to handle "requests to jump"; how to say "No"; how to not over-commit

Sales Fundamentals

- How to cultivate and strengthen relationships with customers
- Getting buy-in from internal management/team
- Understanding and utilizing a 9-step selling process that works in a technical environment
- Overcoming the stigma of "selling"
- How to avoid the pitfalls of traditional selling
- How to sell a "solution", as opposed to "a standard product".
- Presenting your capabilities—rules and steps for an effective presentation
- Knowing how and when to use your technical knowledge and expertise so it doesn't hurt you
- How to avoid "un-paid consulting"
- Understanding and identifying business opportunities: the needs, wants, problems, and motivating factors for action
- How to help internal or external "prospects" discover they need your idea, product, service, etc. and why "convincing" won't work
- Controlling the selling process—knowing what is going to happen next
- How to differentiate yourself from your competition

- How to "Close", get decisions and avoid "Think it overs"
- How to effectively follow-up with a customer
- Dealing with a customer's negative position or perception
- How to get customers comfortable enough with you to "open-up"
- How to separate a "real" opportunity from a "resource drain"
- How to tie technical capabilities to business solutions
- How to develop urgency to move decisions forward
- How to sell on value, not price

Negotiation Fundamentals

- How to apply win-win negotiating techniques and strategies
- Dealing with the pitfalls of positional negotiation
- When to "walk away" from an opportunity
- How to create a process of mutual consent
- How to uncover and handle potential deal-killers early in the selling process
- How to deal with No's and stalls

Course Format

The material is presented in a manner to facilitate the process of learning, from the initial phase of understanding (knowing) a concept, to the advanced phase of applying (owning) it. Much interaction is encouraged. Participants have an opportunity to discuss and practice specific techniques, strategize their own specific situations and participate in role-playing exercises that simulate realistic communication and selling situations. The onsite delivery of the training is customized for each client by incorporating specific industry scenarios, examples and role-plays to assist with the application process. Role-playing of actual situations is included. Course materials (includes a 250+ page workbook) are provided for each participant.

Course Length

This curriculum requires 3 days to deliver. It is offered as a 3-day consecutive training, or for onsite delivery it can be divided up into non-consecutive sessions to accommodate schedule constraints. We also offer shortened versions (one and two-day), by customizing the curriculum to address the most pressing issues and the available schedule.

Course Materials

All participants receive a 200+ page binder with course materials including course overview, agenda, notes, handouts, exercises and reference material.

Comments from Past Participants:

- "This was a fabulous course. The instruction was great and the tools that you learn will be valuable in many positions. Clearly the best training I have ever attended." *--Thomas Hackbardt, Sr. Account Manager, Robert Bosch LLC*

- "Helped me gain an understanding of what costumers are really looking for, besides price reductions! Taught me how to promote value." *- Jessica Orhanen, Account Manager, Karl Schmidt UNISIA, Inc.*

- "Again, I'd like to offer a sincere "Thank You" for helping us at EduNeering. Your training session was, by far, the BEST sales training session I've ever attended (including those by Miller Heiman, Tom Hopkins, Brian Tracey, etc.)"
  --Eric Satterthwaite, National Account Director, EduNeering, Inc.

- "If you take only one course in the next 10 years, make sure it is this one!"
  --Mike Chenery, Vice President for Advanced Product Engineering, Fujitsu Computer Products

- "I came out of the training with a new perspective on technical selling and consulting. Although I am not in a direct sales role, I will be able to better assist my team in qualifying opportunities. Laura Hyde is a wonderful trainer. I would highly recommend this course to anyone in a technical selling/consulting role. *- Annette Reeves, Technical Analyst, Ricardo*

- "This course was so good that I've been to it twice—and I brought it in-house at Phillips for my colleagues to attend. It's a must for us to remain competitive in today's tough market!"
  --Scott Blum, RF Applications Engineer, Philips Semiconductors

- "Amazing! The knowledge instilled by this training will definitely improve my selling skills and make me more effective. It was exactly what I needed. Very organized, brings together many common sales techniques into an organized program for the technical environment…" *-- Trent Lovell, Sales Engineer, GE Industrial-Sensing*

- "The selling and communication tools are right on target and really work to improve results. Even seasoned sales professionals will improve their close ratio." *–Mike Hand, Account Manager, Sensata*

- "The techniques described in this course are very pertinent to our conducting of project acquisition, development, delivery and daily interactions, externally and internally."
  --Chenyang Xu, Member Technical Staff, Siemens Corporation

- "The best "sales training" I've been through. Directly relevant to selling our technical products and services." *--Richard Botelli, General Manager, Abaqus, Inc. (Currently Dassault Systemes, Simulia Corp.)*

- "Sales & marketing is not just the product. You must understand how the human elements affect the sale." *--Mike Shirai, Production Project Manager, Honeywell*

- "Excellent…it adds structure to something that most engineers don't realize is a process that can be systematically followed with results." *--John Williams, Sales Engineer, TI*

- "This training really brings light, clarity, and order to a previously mysterious process of customer interaction and sales."
  --Christine Lorenz, Sr. Member Technical Staff, Siemens Corporation

Most important: Our participants give the training very high marks (9.0-9.5 out of 10) and ask for more!!

Other Related Courses, Workshops and Services from Morgan Training…

➢ ***Consulting & Coaching --***
Focus is on supporting Morgan Training's selling, persuasion and communication methodologies and skill development within your organization. Consulting and coaching services include:
  - Developing sales strategies for complex or difficult situations
  - Assisting individuals or groups in application of the training and staying focused
  - Assisting in the development and delivery of sales presentations (client meetings, short list interviews, etc.)
  - Assisting with opportunity reviews and strategizing
  - Meeting with management to provide feedback and to discuss issues that arose during training sessions

➢ ***Effective Communication, Sales & Negotiation for the Technical Professional, Reinforcement Session*** – (1/2-1 day) – The focus is on skill refinement through review, reinforcement and application of the Basic Course material. Emphasis is provided on topics and in areas that are requested by the participants. Practice, using advanced role-plays and scenarios, is a significant portion of this course. Suggested timing is 3-6 months after the basic course.

➢ ***Prospecting Workshop***– (1-1.5 day(s)) – Most technical companies have insufficient pipelines of prospective business. This stems from a variety of factors some of which include a prospecting attitude of "Not my job", a general discomfort and lack of confidence/skills, passive vs proactive prospecting behaviors, poor value propositions (focus is on seller's feature/benefits vs customer's issues), etc. In addition, prospecting has become more and more difficult as prospective customers have become extremely busy and unavailable and have little patience for discussions or presentations that come from the perspective of the seller. This workshop focuses on the key methodologies, strategies, actions, tools, and skills required for effective prospecting and is tailored to the needs of the participants and organization. Practice and actual prospecting calls are built into the workshop. Our clients have experienced some remarkable results and participants leave with confidence and a more positive attitude toward prospecting.

➢ ***Territory Planning Workshop***– (1 day) - Focus is on completion of a workable territory plan for the current year, including goals, strategies and required actions. Some pre-work is required.

➢ ***Trade Show Workshop***– (1 day) - The focus is on application of the Morgan Training methodologies to maximize effectiveness at trade shows. (It's astonishing how much money companies waste at Trade Shows because they neglect essential preparation and focus.)

➢ ***Overcoming Objections Workshop***– (1 day) - We identify the top objections, discuss applicable strategies and techniques, apply a process for handling and then work to come up with effective responses.

➢ ***Opportunity Strategizing Workshop*** – (1 day) - Participants will leave the training with an improved understanding of the probability of closing their opportunities, the information needed to improve that probability, and the necessary actions/strategies to move their opportunities along through the "Morgan Consultative Sales Process". Provides great review and reinforcement of Morgan Training strategies and techniques.

➢ ***Account Management Workshop*** – (1 day) - Learn account management best practices. Also, learn how to retain your customers, how to keep them happy, how to coordinate multiple sales activities and how to grow your accounts.

➢ ***Intrepeneurship: Effectiveness in a Technical Organization*** – (2 days) – Today, more than ever before, technical professionals are becoming more important as business drivers. They are being given the opportunity to develop new markets, products, and businesses. These opportunities require a "broadband" breadth of skills that go beyond their technical skills. In particular, there is a need to understand people and how they work. This course includes best practices and is based on work that has identified the behaviors and knowledge of the most effective people in large technical organizations. Participants will gain an understanding of how people really work together, what motivates them, and how "people" skills can significantly improve one's efficiency and effectiveness.

➢ ***ROI Selling*** -- (1 day) – Most purchases need a business case presented to management to justify. Learn a process for preparing and presenting a business case (an ROI—"Return On Investment") for your proposed solution.